臺北城市科技大學四年制日間部行銷與流通管理系課程規劃表(111學年度入學適用)

TPCU four-year Undergraduate Program Day School Department of Marketing and Logistics Management urriculum Planning(applicable to 111 semester year adimssion)

113年10月22日-113學年度第1學期第1次系課程發展委員會通過
113年10月28日-113學年度第1學期第1次學院課程發展委員會審議通過
113年12月31日-113學年度第1學期第1次校課程發展委員會審議
2024-10-22 113 academic year 1st semester 1st committee of department curriculum development revised
2024-10-28 113 academic year 1st semester 1st committee of college curriculum development reviewed
2024-01-21 113 academic year 1st semester 1st committee of school curriculum development reviewed

類別 category		科目名稱 subject name	第一學年 1st semester year 上學期 fall 學分 credit	上學期 fall 時數 hour	下學期 spring 學分 credit	下學期 spring 時數 hour	科目名稱 subject name	第二學年 2nd semester year 上學期 fall 學分 credit	上學期 fall 時數 hour	下學期 spring 學分 credit	下學期 spring 時數 hour	科目名稱 subject name	第三學年 3rd semester year 上學期 fall 學分 credit	上學期 fall 時數 hour	下學期 spring 學分 credit	下學期 spring 時數 hour	科目名稱 subject name	第四學年 4th semester year 上學期 fall 學分 credit	上學期 fall 時數 hour	下學期 spring 學分 credit	下學期 spring 時數 hour
基礎通識 basic general education		中文閱讀與寫作 Chinese Reading and Writing	2	2			體育(二)-高爾夫 Physical Education (II): Golf	2	2												
		共同外語(一) Common Foreign Language (I)	2	2			共同外語(三) Common Foreign Language (III)	2	2												
		體育(一) Physical Education (I)			2	2	體育(三) Physical Education (III)			2	2										
		共同外語(二) Common Foreign Language (II)			2	2															
		小計 subtotal	4	4	4	4	小計 subtotal	4	4	2	2	小計 subtotal	0	0	0	0	小計 subtotal	0	0	0	0
		類別學分小計 category credits subtotal	14																		
		1.共同外語課程需修滿6學分，學生於修課前即可選擇「英語」或「日語」為外語課程。 1. Common foreign language courses require 6 credits. Students can choose "English" or "Japanese" as the foreign language course before taking the course. 2.選定語言後，不可異動。 2. Once the language is selected, it cannot be changed.																			
職用通識 career application general education		勞作教育(一)(二) Practical Training Education (I) (II)	0	1	0	1	職場禮儀與口語溝通 Workplace Etiquette and Oral Communication			2	2										
		職場應用文 Workplace Applied Chinese			2	2															
		法律與生活 Law and Life	2	2																	
		小計 subtotal	2	3	2	3	小計 subtotal	0	0	2	2	小計 subtotal	0	0	0	0	小計 subtotal	0	0	0	0
		類別學分小計 category credits subtotal	6																		
多元通識 multiple general education		1. 為符合本校「通識規劃特色」，同學畢業應修滿「基礎通識」14學分、「職用通識」6學分及「多元通識」8學分，共計28學分。 1. In order to comply with the "general studies planning characteristics" of our school, students should graduate with 14 credits of "Basic General Studies", 6 credits of "Vocational General Studies" and 8 credits of "Diverse General Studies", for a total of 28 credits. 2. 「多元通識」由通識教育中心訂定開課課程，開課後列出應選修之人文藝術領域、自然科技領域及社會科學領域三類之推薦課程後，請至少於2領域以上選修，共計8學分之課程。 2. "Multiple General Studies" has pre-selected courses set by the General Education Center. After pre-selection, the courses that should be taken are listed in the fields of humanities and arts, natural science and technology, and social sciences. Please choose at least 2 fields or more , a course with a total of 8 credits. 3. 102學年度起，應通識中心所公告系院、系、學程所提供之關聯課程，亦可承認為通識應修課程，惟學生應標示開關學院提供之院訂課程，及所提屬系、學程提供之課程，則不予承認。 3. Starting from the 2020 academic year, the supplementary courses provided by various colleges, departments, and programs announced by the General Studies Center can also be recognized as general elective courses. Students can only take the courses provided by the college to which they are affiliated and the courses they are affiliated with. Courses provided by departments or programs will not be recognized. 4.「名人講座」無開取學期課程，可做「多元通識課程」中任一門課（限2學分），以一次為限。 4 "Celebrity lectures" is a cross-category elective course, which can be used as a credit for any course in the "Diversified General Courses" (2 credits), limited to one time.																			
		類別學分小計 category credits subtotal	8																		
院訂必修 compulsory courses required by the college		商務溝通 Business of Expression	2	2			職場倫理與職涯規劃 Workplace Ethics and Career Planning	2	2												
		管理學 Management			2	2	企業經營講座 Lectures in Business and Management			2	2										
		小計 subtotal	2	2	2	2	小計 subtotal	2	2	2	2	小計 subtotal	0	0	0	0	小計 subtotal	0	0	0	0
		類別學分小計 category credits subtotal	8																		
院訂選修 compulsory courses electives by the college		職場日語 Workplace Japanese	2	2			中階職場英語 Medium Workplace English	2	2			生活互動英文 Life of Interaction English	2	2							
		職場實用英語會話 Practical Job English Conversation	2	2			高階職場英語 Advanced Workplace English			2	2	商業服務英文會話 Commercial Service English Conversation			2	2					
		進階職場日語 Advanced Workplace Japanese			2	2															
		進階職場實用英語會話 Advanced Practical Job English Conversation			2	2															
		客服情境英文會話 Customer Service Real English Conversation			2	2															
		小計 subtotal	4	4	6	6		2	2	2	2		2	2	2	2		0	0	0	0
		類別學分小計 category credits subtotal	18																		
專業必修 required for majors	共同 common	套裝軟體應用(一)(二) Application of Software Packages (I) (II)	2	3	2	3	統計與軟體應用(一)(二) Statistics and Software Applications (I) (II)	2	2	2	2	實務專題(一)(二) Independent Study (I) (II)	2	4	2	4	就業接軌(一) The Practice of Employment Acceptability (I)	9	*		
		投資理財入門 Introduction of Investment and Financial Management	2	2			社交英文(一)(二) Social English (I) (II)	2	2	2	2										
		企業誠信與倫理 Business Integrity and Ethics	2	2																	
	行銷 marketing	行銷管理(一)(二) Marketing Management (I) (II)	2	2	2	2	網路行銷 Network Marketing	2	3			行銷企劃 Marketing Planning	3	3							
		消費者行為 Consumer Behavior			2	2	廣告管理與實務 Advertising Management and Practices			3	3	行銷研究 Marketing Research			3	3					
		會展產業概論 Introduction to MICE Industry			2	2															
	流通 logistics	流通業管理 Distribution Business Management (DBM)	2	2			物流管理 Logistics Management	3	3			門市經營企劃 Retail Corporate Planning	2	2							
		門市服務 Retailing Service			3	3	倉儲與運輸管理 Warehouse and Transportation Management			2	2										
		小計 subtotal	10	11	11	12	小計 subtotal	9	10	9	9	小計 subtotal	7	9	5	7	小計 subtotal	9	0	0	0
		類別學分小計 category credits subtotal	60																		
專業選修 professional electives	共同 common	創業與經營 Entrepreneurship and Business Management	2	2			簡報製作與英語 Multimedia Presentation	2	2			顧客關係管理 Customer Relationship Management	2	2							
		創新管理 Innovation Management			2	2	公關與媒體 Public Relations and Media Strategy	2	2			企業資源規劃 Enterprise Resource Planning	2	2							
										2	2	多媒體設計 Multimedia Design			3	3					
												財務報表分析與風險管理 Financial Statement Analysis and Risk Management			2	2					
												Youtube網路影音廣告 Online Video Advertising			2	2					
	行銷 marketing						Facebook小編手機攝影應用 Facebook Editing and Mobile Photography Application	2	2			會展活動與接待 MICE Event and Reception	2	2			會展與活動行銷 MICE and Marketing			2	2
							活動企劃 Event Planning	2	2			行銷模擬經營 Marketing Business Simulation	2	2			國際行銷管理 International Marketing			2	2
							網紅與直播行銷 Internet Celebrity and Live Streaming Markenting			2	2	電子商務 Electronic Commerce	2	2			行銷個案研討 Marketing Case Studies			2	2
							商品攝影與海報設計 Commercial Photography and Poster Design			2	2	服務業行銷 Service Industry Marketing	2	2			商品展示與解說 Exercises of Product Demonstration and Explaination			2	2
							活動實務與管理 Event Practice & Management			2	2	國際禮儀 International Etiquette	2	2			市場與行銷策略 Marketing Tactics			2	2
							會議企劃 Convention Planning			2	2	會議實務與管理 Convention Practice & Management	2	2			Google網路多媒體廣告 Multi-Media Advertising			2	2
												領隊與導遊實務 Practice of Tour Leader and Tour Guide	2	2							
												商業談判 Business Negotiation			2	2					
												品牌經營與行銷 Branding and Marketing Management			2	2					
												社群經營與行銷 Social media Marketing			2	2					
												展覽實務與管理 Exhibition Practice & Management			2	2					
												網路廣告實務操作 Online Advertising Best Practices			2	2					
												手機APP行銷應用 Mobilie APP Marketing			2	2					
												行銷採購與成本管控 Marketing Purchase and Cost Management			2	2					
	流通 logistics						零售業管理 Retailing Management			2	2	購點分析與商圈選擇 Types of Retailers Analysis and Trade Location Selection	2	2			流通情報分析與應用 Circulation Information Analysis and Applications			2	2
												國際複合運輸 International Composite Transportation			2	2	連鎖加盟事業管理 Franchise Business Management			2	2
												賣場規劃與設計 Shopping Mall of Planning and Design			2	2	供應鏈管理 Supply Chain Management			2	2
	實習 internship											校外實習(一)(二) Off-campus Internship (I) (II)	9	*	9	*	就業接軌(二) The Practice of Employment Acceptability (II)			9	*
												校外實習(暑期) Off-campus Internship (Summer)			3	*					
		小計 subtotal	2	2	2	2	小計 subtotal	8	8	12	12	小計 subtotal	29	20	37	25	小計 subtotal	0	0	27	18
		類別學分小計 category credits subtotal	117																		
備註 remark		基礎通識basic general education：14	1.系系開設之課程可至外系選修，並於選課前提出申請，經核准後始得列入專業選修學分，以系系制定專業選修學分為標準，至多可承認二分之一為上限。 1. Courses not offered by this department can be taken as electives at external departments, and applications must be submitted before course selection. Only after approval can they be included in the elective credits for graduation majors. The elective credits for majors set by each department shall be used as the standard. At most one-half may be admitted as the upper limit. 2.校外實習課程可任選下列三種方式之一實施： (1)暑期實習：需實習滿8周，每周40小時，共320小時(含)以上。 (2)學期實習：需實習滿18周，每周40小時，共720小時(含)以上。 (3)學年實習：需實習滿36周，每周40小時，共1,440小時(含)以上。 2. Off-campus internship courses can be implemented in one of the following three ways: (1) Summer internship: The internship is required for 8 weeks, 40 hours per week, and a total of more than 320 hours (inclusive). (2) Semester internship: The internship is required for 18 weeks, 40 hours per week, and a total of more than 720 hours (inclusive). (3) Internship during the academic year: The internship is required for 36 weeks, 40 hours per week, and a total of more than 1,440 hours (inclusive). •本校日間部四年制學生，除依本校學制規定修滿應修之學分外，並應符合相關外語能力，專業實務採能規定之條件使得畢業。 •Four-year day school students of our school, in addition to completing the required credits in accordance with the school's academic regulations, must also meet the requirements of relevant foreign language proficiency and professional practical skills in order to graduate.																			
		職用通識career application general education：6																			
		多元通識multiple general education：8																			
		院訂必修compulsory courses required by the college：8																			
		專業必修required for majors：60																			
		專業選修(含院訂選修)Professional electives (including electives prescribed by the college)：32																			
		畢業最低學分數minimum credits for graduation：128																			